

BETTER SERVICE means BETTER PROFITS



Ron Yudd, FMP

Seminar Offers "Take Home" Ideas

Looking for ways to
improve your profit?
Isn't everyone?

Try this:

"The Back Starts Here" is a series of educational seminars designed to give restaurant hands-on, real-world ideas about how to improve front-of-the-house profitability. The series is being presented across the United States by The Accommodation Program and The Educational Foundation of the National Restaurant Association (NEFA).

Seminar participants enjoy the motivating style and practical "take home" ideas of host Ron Yudd. Yudd is a nationally recognized management consultant, speaker and trainer specializing in profit analysis and service. He has more than 25 years of operational experience in the restaurant industry.

"The seminar was a great investment of my time," said Michael Best, general manager of Restaurant Barilotta in Wausau, Wisconsin. "Ron Yudd gave me lots of ideas that I've already shared with my staff. You see we'll see positive results."

Yudd teaches restaurant operators how to:

- Hire servers with the skills and attitudes needed to deliver excellent service and work as a team.
- Plan profit-related interview questions designed to uncover accurate information about job candidates in a legal and non-discriminatory manner.
- Write job descriptions focusing on profitability.
- Define customers' specific preferences.
- Train servers to deliver exemplary service based on customer needs.
- Create a good work environment.

"The Back Starts Here" communicates a wide range of service elements and the roles these elements play in achieving total customer satisfaction," said Margie McCartney, manager of association services for the NEFA. "The seminar teaches operators how to build customer service and accommodation into their overall business strategy and operating policies."

Restaurants in Wisconsin, Illinois, Louisiana, Texas and Rhode Island have already benefited from the seminar. The final seminar in the series will take place on October 14 in Orlando, Florida. For more information, please phone the Florida Restaurant Association at 1-800-344-1221. Participants in The Accommodation Program are eligible for a discount. When registering, please advise the operator that you are a participant to receive your discount.

Tips

Tip for Accommodating International Visitors

It's not easy to satisfy any of the varied and constantly changing tastes and preferences of international guests.

Here are some straightforward tips that you can share with your staff. They are excerpted from a seminar sponsored by The Accommodation Program and the National Restaurant Association. Visit our Bureau to help Atlanta area businesses prepare for thousands of international visitors during the recent summer Olympic games.

SPEAK CLEARLY and pronounce properly. Avoid slang and jargon; they are difficult for international guests to follow and could, if misunderstood, give offense.

BE AWARE OF THE SIGNIFICANCE OF HAND MOVEMENTS. The meaning of gestures varies greatly in different cultures. For example, when done in the USA and parts of Europe, the "OK" sign with thumb and forefinger has very different meanings — in some cases it is obscene. Muslims regard the left hand as unclean; food should not be touched with it.

BE AWARE OF YOUR "BODY LANGUAGE." Avoid yawning, stretching or anything that might suggest distraction, boredom or disrespect. Also do not slouch, stand with hands in pockets or on hips, or fold arms across chest. Be careful to avoid body contact such as back-slapting and touching.

BE ALERT TO EYE CONTACT. Maintaining eye contact is appropriate in many, but not all, cultures. For example, in Asian cultures, eye contact can be considered confrontational. Break eye contact if it seems to be causing embarrassment.

BE ALERT TO SMOKING PREFERENCES. International visitors may not be accustomed to smoking restrictions. If you are entertaining a large group of international visitors in your establishment, be prepared to adjust smoking areas to meet your visitors' preferences.

"Quotes of the times"

"By this test. Ask your staff what their most important function is. If they don't say 'amazing customer satisfaction' I'd say it's time to take a hard look at your employee manual and training program. In an era when hard-nosed customers scrutinize everything you do, if you're not looking for ways to leave your customers smiling, you're looking for trouble."

Michael Deluca, editor and associate publisher,
Restaurant Hospitality magazine

"As we move toward the 21st century, proprietors in our industry will be exposed to greater technological and equipment advances than ever before. The challenge will be to maintain a level of excellence in the one area of center management that never changes: face-to-face customer service."

Charles Bretholz, president,
Beverly Properties' Association of America

"People understand and respect reasonable efforts to serve everyone's preferences. That's why we strive to accommodate our guests whether they choose to smoke or not. After all, happy customers are what grow my business, and the rest of the hospitality industry as well."

Fran Karamanos, president,
Brookfield Life Restaurant Group
— Atlanta, Georgia